

The Lady is a ...Trump?

March 2004

PAM LIEBMAN '84, THE VERITABLE queen of Manhattan real estate, is well acquainted with its comeback king. Donald Trump presented Liebman with the “Reach for the Stars” award at a swanky gala in March held at the new Mandarin Hotel in the Time Warner Center. The benefit dance and auction raised almost \$350,000 for the Child Development Center of the Hamptons.

Trump, honorary chairman of the event, presented Liebman with a crystal star donated by Tiffany & Co. Among the 400 guests were Trump’s model-girlfriend Melania Knauss, fashion designer Oleg Cassini and Broadway producer Stewart Lane.

Trump is more than just a real estate mogul. He’s star of NBC’s top-rated reality television show, “The Apprentice.” He’s hard at work redrawing Manhattan’s skyline (seven skyscrapers are under construction) and he also produces America’s best-loved beauty pageants. He’s even in the bottled water business with the recent debut of his Trump Ice label. And, 17 years after releasing his bestselling *The Art of the Deal*, Trump just secured a reported \$5 million advance for a new book, *How to Get Rich: Lessons from The Apprentice and Other Big Deals*. Lest we forget, he’s building three lavish golf courses too.

Trump has never been more popular, and while revenues from his casinos and other ventures may ebb and flow, his real estate reputation is the gold standard.

“Donald builds some of the best projects in New York,” says Liebman. “He maintains a lifestyle. He protects his name by making sure there’s a certain elegance to the buildings.”

The royal couple of Manhattan real estate are due for a date on the fairway soon. Last November, at an open house at the new Trump Park Avenue building, Trump pulled Liebman’s name out of a bowl which entitled her to a golfing weekend with him at his Palm Beach course. We can only guess what they’ll talk about on their way around 18 holes... real estate, maybe?



In March, Donald Trump presented Pam Liebman with the “Reach for the Stars” Award in honor of her support for the Child Development Center of the Hamptons.